

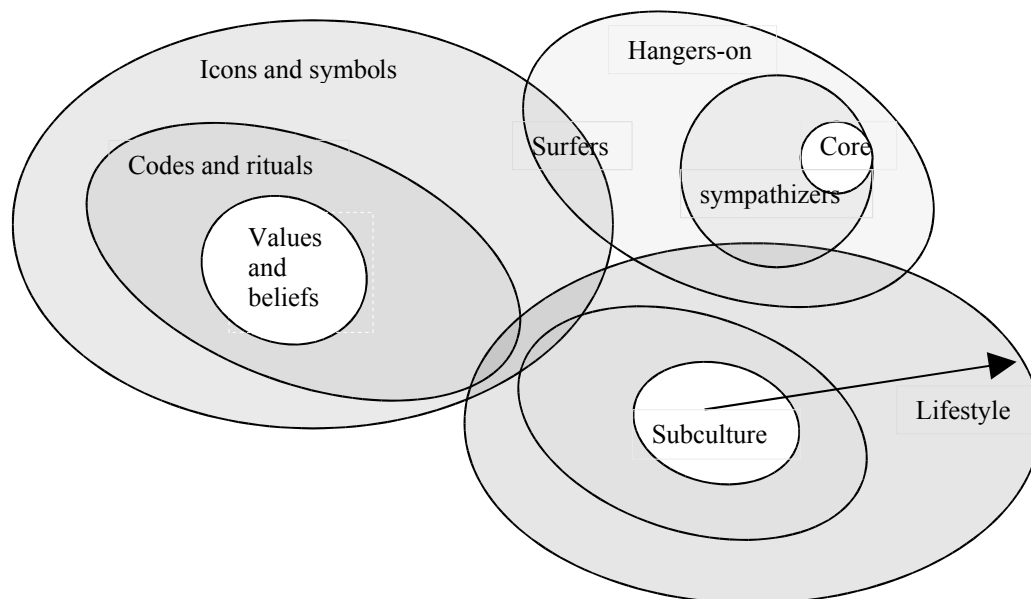
EXTRACTED FROM
Young People and cultural communication about Sustainability
in Rotterdam, Sacha Kagan, 2002-2003.

The cultural diffusion between subcultures and the mainstream goes as follows: a hardcore gives form and content to a subculture; sympathizers embody these forms through diverse codes and rituals; the subculture gets then attention from hangers-on and cultural industries, adhering to some commoditized cultural productions from the subculture; finally, the media provide a widespread diffusion to these products which are consumed by lifestyles-surfers. The consumption-behaviors of the 'surfers' are inter-connected, fluid and open to many influences, mainly from the cultural industries and the local community.

The icons and symbols created by the Youth Culture in the process have the property of polysemy: each of them generates not merely one or a few meanings but a potential for many alternative meanings, materialized in local scenarios.

That polysemy has the advantage to foster a creative symbolic activity on the part of the young people who create new significations. It thus provides direct starting-points for appropriation and identification through cultural activities.

Conceptual model of the cultural diffusion from subculture-hardcore to lifestyle-surf¹



¹ This conceptual model is of my own making. It synthesizes the results I considered relevant in the literature on Youth Culture and gives a dynamic systemic view of the whole youth culture.